

WHY ADDRESS AUXILIARY MEMBERS?

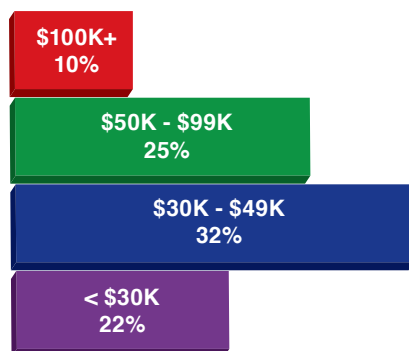
Reap the value of a lifetime of brand loyalty from this powerful and passionate consumer base! The women reading *Auxiliary* are decision makers when purchasing consumer goods, and they appreciate buying from a brand they know and trust. Your advertisements also will help develop brand loyalty among younger members in their teens and 20s that will last a lifetime.

This influential consumer market determines household purchases. According to a 2015 survey by Readex Research, a typical recipient of *Auxiliary* is a longtime member of the American Legion Auxiliary, on board for 25 years, with members spanning the generations. Recipients prove to be avid readers of *Auxiliary*. **Typically, they have read all 4 of the last 4 issues of the publication and read either most or some of each issue, taking an average of 35 minutes.**

Why wouldn't you want to influence buying decisions that will benefit your company for decades?

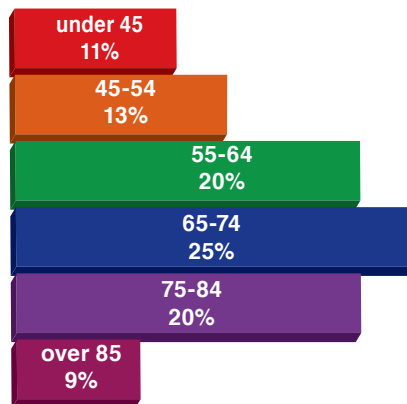
READERSHIP PROFILE CHARTS*

INCOME



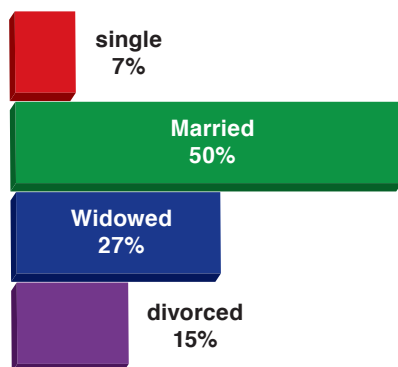
Reader's Average Income: \$56.3K

AGE

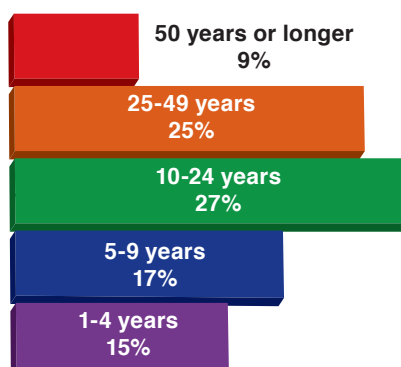


Reader's Average Age: 64.5

MARITAL STATUS



MEMBERSHIP YEARS



*Source: Readex Research, 2015

STATISTICS*

AMOUNT SPENT ON INTERNET, TELEPHONE OR MAIL ORDER PURCHASES (in past 12 months)

\$1000 or more	23%
\$500-\$999	11%
\$150-\$499	21%
\$50-149	15%
\$1-\$49	7%
Average:	\$614

NUMBER OF LAST 4 ISSUES READ

4 out of 4	40%
3 out of 4	13%
2 out of 4	13%
1 out of 4	7%
0 out of 4	13%

Regular readers who read three or more of the last four issues **53%**

READER INTEREST: TIME SPENT READING

More than 1 hour	18%
1/2 hour to 1 hour	31%
less than 1/2 hour	30%
Average:	35 minutes

READER INVOLVEMENT

Read all/most all	22%
Read about 3/4	9%
Read about half	21%
Do not read	20%
Read "most," "some" or "all"	80%

ACTIONS TAKEN ON UPON READING *AUXILIARY*

Discussed, shared article	22%
Got involved or volunteered	15%
Filed an article to keep	12%
Purchased advertised product	11%
Visited advertisers' websites	8%
One or more actions	44%

FREQUENCY OF READING SECTIONS

The Last Word	53%
American Legion Family News	50%
A Wise Woman Said...	48%
Special Feature Articles	47%
National News	43%
Mission Matters	32%